

**REMARKS**

By this amendment, claims 20-22, 31-32, and 42 have been amended. Claim 36 has been canceled. New claims 56-58 have been added. Claims 20-22, 24-26, 31-33, 42, and 47-58 are pending in the application. Applicants reserve the right to pursue the original claims and other claims in this and other applications.

Claims 20-22, 24-26, 31-33, 36, 42, and 47-55 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Alexander et al. (US 6,177,931) in view of Kamada et al. (US 7,039,928), and further in view of Matheny et al. (US 6,766,524). This rejection is respectfully traversed. None of Alexander et al., Kamada et al., nor Matheny et al., even when considered in combination, teaches or suggests all of the limitations of independent claims 20-22, 31-32, or 42.

Claim 20 recites, *inter alia*, “the individual interest information of an individual person is generated based on individual audience result information of the individual person with reference to a media program category storage portion classified into categories in advance.” Claim 20 further recites that “the individual interest information of an individual person is generated based on individual audience result information of the individual person with reference to a media program category storage portion classified into categories in advance.” Claims 21-22, 31-32, and 42 recite similar limitations. Applicants respectfully submit that Alexander et al., Kamada et al., and Matheny et al., even when combined, fail to teach or suggest these limitations.

To the contrary, Alexander et al. teaches customized advertisement and programs (e.g., golf program) based on the viewer profile. Abstract; Col 30, ln. 45 – Col. 31, ln. 8). Applicants respectfully submit that Alexander et al. does not disclose, teach, or suggest

displaying the viewer profile itself which corresponds to the individual interest information, as recited in claims 20-22, 31-32, and 42. Nor are Kamada et al. or Matheny et al. cited for these limitations. Thus, Kamada et al. and Matheny et al. does not remedy the deficiencies of Alexander et al.

Since Alexander et al., Kamada et al., and Matheny et al. do not teach or suggest all of the limitations of claims 20-22, 31-32, and 42, claims 20-22, 31-32, and 42 are not obvious over the cited combination. Claims 24-26, 33, and 47-55 depend, respectively, from independent claims 20-22, 31-32, and 42, and are patentable at least for the reasons mentioned above, and on their own merits. Applicants respectfully request that the 35 U.S.C. § 103(a) rejection of claims 20-22, 24-26, 31-33, 36, 42, and 47-55 be withdrawn and the claims allowed.

New claims 56-58 depend from claim 20 and are patentable at least for the reasons mentioned above, and on their own merits. Furthermore, the cited references fail to disclose, teach, or suggest the additional limitations.

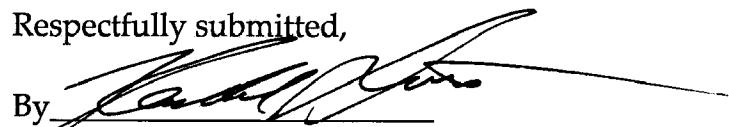
If it is determined that a telephone conference would expedite the prosecution of this application, the Examiner is invited to telephone the undersigned at the number given below.

In the event the U.S. Patent and Trademark Office determines that an extension is required, Applicants petition for any required relief including extensions of time and authorizes the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to Deposit Account No. 04-1073 referencing docket no. A8319.0006/P006.

In view of the above, Applicants believe the pending application is in condition for allowance.

Dated: January 3, 2008

Respectfully submitted,

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